

## FAX COVER SHEET

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FAX NUMBER 15712706102

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FROM Antonio Papageorgiou

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DATE 2011-04-15 17:34:59 EDT

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RE y145 agenda for interview (00002134).DOC

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### COVER MESSAGE

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In re Application of : Zito, et al.  
Application No. : 10/783,383  
Filed : February 20, 2004  
Title : COMPUTERIZED ADVERTISING OFFER EXCHANGE  
Examiner : Rodney M. Henry  
Art Unit : 3622

See attached.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Zito, *et al.*  
Application No. : 10/783,383  
Filed : February 20, 2004  
Title : COMPUTERIZED ADVERTISING OFFER EXCHANGE  
Examiner : Rodney M. Henry  
Art Unit : 3622

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Interview Agenda

Examiner Henry,

In the Interview that we have set up for Thursday April 21, 2011 at 12:00 I would like to discuss the following in relation to the cited references in the Office Action dated January 28, 2011:

- Claim 1 – an advertisee offer for placing an advertisement in at least one web page associated with the advertisee.
- Claim 1 – determining a match between the advertisee offer, the advertisee offer and the user context.
- Claim 2-3 and 42-43

A copy of claims 1-3 and 42-45 are attached hereto for your convenience.

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1. (Previously presented) In a networked computer system, a computerized method for facilitating a transaction between at least an advertiser and an advertisee for arranging for presentation of an advertisement to at least one user of a computerized device, the method comprising:

obtaining, at an offer exchange server, an advertiser offer for placing an advertisement in at least one web page associated with an advertisee, the offer comprising conditions including a first set of one or more user context conditions required by the advertiser for presentation of the advertisement to the user in the at least one web page;

obtaining, at the offer exchange server, an advertisee offer for placing an advertisement in the at least one web page associated with the advertisee, the advertise offer comprising conditions including a second set of one or more user context conditions required by the advertisee for presentation of the advertisement to the user in the at least one web page;

obtaining, at the offer exchange server, user context information that indicates the context of the activities of the user in relation to the advertisee;

using the advertiser offer conditions, the advertisee offer conditions, and the obtained user context information, electronically, determining, via a processing device, a match between the advertiser offer, the advertisee offer, and the user context; and

electronically, via the processing device, arranging for presentation of the advertisement to the user based on the match indicating the user context information matches the advertiser offer conditions and the advertisee offer conditions.

2. (Previously presented) The method of claim 1, comprising obtaining a multi-dimensional advertiser offer and a multi-dimensional advertisee offer, wherein a multi-dimensional advertiser offer comprises:

a temporal dimension relating to a time of day for presenting the advertisement in the at least one web page, and

a respective one of price an advertiser is willing to pay and a price an advertisee is willing to accept to present the advertisement in the at least one web page.

3. (Previously presented) The method of claim 1, wherein at least one of the first and second sets of one or more context conditions comprises at least one search term, the user

context information comprises a search phrase submitted by the user in a query, and wherein the at least one web page comprises a search results page.

42. (Previously presented) The method of claim 3, wherein at least one of the first and second sets of one or more context conditions comprises a semantic distance of the at least one search term to the search phrase.

43. (Previously presented) The method of claim 1, wherein the match between the advertiser offer, the advertise offer, and the user context is such that less than all conditions of the offers are met.